

# Renal Launch Lead

Job ID  
REQ-10032275  
Dec 16, 2024  
South Korea

## Summary

As Novartis aspires to solidify market leadership in innovative medicines space,

- Define key success factors to launch new renal assets
- Establish product strategy in agreement with local management and global marketing department, and implement supporting tactical plans/projects.

## About the Role

### Major accountabilities:

- Understands and engages key external stakeholders and healthcare system relevant to the diseases to accelerate patient access.
- Develops launch-readiness plans of brand strategy, forecasts, promotional campaigns & tactical plans.
- Runs market research programs & market insights for responsible brand and monitors /anticipates market development.
- Responsible for execution, monitoring and analysis of the agreed tactical plans in order to ensure the growth of the brands.
- Leads the cross-functional local/regional brand Team, incl. coordination of 1 Impact Plan, and monitoring the execution of objectives
- Leads the development of promotional activities in line with internal SOPs and Code of Conduct guidelines.
- Acquire/possess an in-depth knowledge of the customer/market, key dynamics and company policies as well as up to date knowledge of key competitors and their likely strategies.
- Identifies area market insights and opportunity via customer interactions
- Monitors product performance and external environment using appropriate tools and taking corrective action if required to meet business objectives
- Compliance with applicable policies, procedures and other regulations
- Identify specific needs for each segment of patients and the implications of the disease

### Key performance indicators:

- Intent-to-Prescribe/Net Promoter Score post-launch

- Market share & market share growth
- Performance management and employee relations, feedback, meetings, surveys (i.e. Field Force, Marketing capabilities, Global Marketing, Medical Department, Regulatory Department)
- Ensure full compliance to all regulatory requirements

**Minimum Requirements:**

**Education :** University degree in bioscience, medicine, business, and/or economics,

**Work Experience:**

- Sales and Marketing in healthcare/Pharma business
- Pre-launch activities
- Market knowledge and network is desirable.
- Able to understand changing dynamics of pharmaceutical industry.

**Skills:**

- Agility.
- Analytical skill.
- Change Management.
- Cross-Functional Collaboration.
- Customer Orientation.
- Healthcare Sector Understanding.
- Influencing Skills.
- Marketing Strategy.
- Negotiation Skills.
- Operational Excellence.
- Priority Disease Areas Expertise.
- Problem Solving Skills
- Product Marketing/Strategy.
- Professional Communication
- Stakeholder Engagement & Management.
- Strategic Partnerships.
- Teamwork

**Languages :**

- English – fluent
- Korean – fluent

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**Commitment to Diversity and Inclusion:**

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**Why Novartis:** Helping people with disease and their families takes more than innovative science. It takes a community of smart, passionate people like you. Collaborating, supporting and inspiring each other.

Combining to achieve breakthroughs that change patients' lives. Ready to create a brighter future together?

<https://www.novartis.com/about/strategy/people-and-culture>

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Division

International

Business Unit

Innovative Medicines

Location

South Korea

Site

Seoul

Company / Legal Entity

KR01 (FCRS = KR001) Novartis Korea Limited

Functional Area

Marketing

Job Type

Full time

Employment Type

Regular

Shift Work

No

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